



Station Order Revised Add to Schedule Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

12917

Contact: Craig Lewis

Email: clewis@ksl.com

Phone: 801-575-5555

Fax: 801-575-5831

Direct: 801-575-5809

KSL -TV

Program Name	DP	Days	Gross Rate	Mon Oct 29	Tue Oct 30	Wed Oct 31	Thu Nov 01	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05	Tue Nov 06	Total
KSL 5a News	EM	M-F	\$30.00	1		1					1		3
5:00 AM 6:00 AM		30	\$90.00										
Sold Out at LUR per KSL. Lowest Rate to Clear													
KSL 6a News	EM	M-F	\$325.00		1			1				1	3
6:00 AM 7:00 AM		30	\$975.00										
Sold Out at LUR per KSL. Lowest Rate to Clear													
Today Show	EM	M-F	\$350.00				1				1		2
8:00 AM 9:00 AM		30	\$700.00										
Sold Out at LUR per KSL. Lowest Rate to Clear													
Today II	DT	M-F	\$140.00			1					1		2
9:00 AM 10:00 AM		30	\$280.00										
Sold Out at LUR per KSL. Lowest Rate to Clear													
Studio 5	DT	M-F	\$85.00			1							1
11:00 AM 12:00 PM		30	\$85.00										
Sold Out at LUR per KSL. Lowest Rate to Clear													
KSL Noon News	DT	M-F	\$130.00	1									1
12:00 PM 1:00 PM		30	\$130.00										
Sold Out at LUR per KSL. Lowest Rate to Clear													
Katie Couric	EF	M-F	\$300.00								1		1
4:00 PM 5:00 PM		30	\$300.00										
Sold Out at LUR per KSL. Lowest Rate to Clear													
Katie Couric	EF	M-F	\$225.00		1		1	1					3
4:00 PM 5:00 PM		30	\$675.00										
Sold Out at LUR per KSL. Lowest Rate to Clear													
KSL 5p News	EN	M-F	\$1,150.00	1									1
5:00 PM 5:30 PM		30	\$1,150.00										
Sold Out at LUR per KSL. Lowest Rate to Clear													
KSL 6p News	EN	M-F	\$1,600.00		1		1						2
6:00 PM 6:30 PM		30	\$3,200.00										
Sold Out at LUR per KSL. Lowest Rate to Clear													
KSL 6p News	EN	M-F	\$650.00								1		1
6:00 PM 6:30 PM		30	\$650.00										
Sold Out at LUR per KSL. Lowest Rate to Clear													
Sunday 4p News	EN	Su	\$115.00							1			1
4:00 PM 4:30 PM		30	\$115.00										
Sold Out at LUR per KSL. Lowest Rate to Clear													

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 10/25/2012 3:55:20 PM

KSL -TV

Page 1 of 2



Station Order Revised Add to Schedule Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

Estimate ID

12917

Contact: Craig Lewis

Email: clewis@ksl.com

Phone: 801-575-5555

Fax: 801-575-5831

Direct: 801-575-5809

KSL -TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
KSL 10p News	LN	M-F	\$1,750.00		1	1		1			1		4
10:00 PM 10:35 PM		30	\$7,000.00										
Sold Out at LUR per KSL. Lowest Rate to Clear													
Sunday 10p News	LN	Su	\$2,750.00							1			1
10:00 PM 10:35 PM		30	\$2,750.00										
Sold Out at LUR per KSL. Lowest Rate to Clear													
Tonight Show	LF	M-F	\$350.00				1						1
10:35 PM 11:37 PM		30	\$350.00										
Sold Out at LUR per KSL. Lowest Rate to Clear													
Station Gross Totals			\$18,450.00	3	4	4	4	3		2	6	1	27

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 10/25/2012 3:55:20 PM

KSL -TV

Page 2 of 2